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AMENDMENTS TO THE CLAIMS

1-39.   (Canceled)

40.   (New) A method for communication, comprising:

providing a web site comprising a plurality of controls corresponding to different, respective communication links that can be established with an owner of the web site;

determining an access level of a visitor to the web site;

presenting to the visitor a web page in which only a subset of the controls, determined by the access level, is accessible to the visitor; and

responsively to selection by the visitor of a control in the subset, establishing a communication link corresponding to the control between the visitor and the owner of the web site.

41.   (New) The method according to claim 40, wherein the plurality of controls comprises one or more of a plug-in, a java applet, a script control, a link and a button.

42.   (New) The method according to claim 40, wherein the communication links comprise one or more of an instant messaging (IMS) link, an audio link, and a video link.

43.   (New) The method according to claim 42, wherein the audio link comprises at least one telephone link, and wherein establishing the communication link comprises placing a telephone call to the owner.

44.   (New) The method according to claim 43, wherein placing the telephone call comprises placing the telephone call over at least one of a public switched telephone network (PSTN), a wireless network, and an Internet Protocol (IP) network.

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45. (New) The method according to claim 40, wherein the communication links comprise at least one store-and-forward communication link.

46. (New) The method according to claim 40, wherein determining the access level comprises receiving at least one of a user name and a password of the visitor upon log-in by the visitor to the web site, and determining the access level responsively to at least one of the user name and the password.

47. (New) The method according to claim 40, wherein determining the access level comprises providing to a selected visitor a uniform resource locator (URL) for accessing the web site, and associating the access level of the selected visitor with the URL.

48. (New) The method according to claim 40, wherein determining the access level comprises assigning multiple, different access levels to different visitors, the multiple, different access levels comprising at least first and second access levels, and

wherein presenting the web page comprises presenting a first web page to the visitors at the first access level, wherein the first web page comprises at least one control that is not included in the subset of the controls that is accessible on a second web page that is presented to the visitors at the second access level.

49. (New) The method according to claim 48, wherein all of the controls are presented to the visitors at the first access level.

50. (New) The method according to claim 40, wherein presenting the web page comprises modifying the subset of the controls that is accessible on the web page responsively to an availability status of the owner.

51. (New) The method according to claim 50, wherein modifying the subset comprises marking at least one of

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the controls as inaccessible when the owner is unavailable via the communication link corresponding to the at least one of the controls.

52. (New) The method according to claim 50, wherein modifying the subset of the controls comprises configuring the controls responsively to a policy that is programmed by the owner.

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